

#### IMPAIRED DRIVING IS A CRIME THAT KILLS

#### THE PROSECUTION'S CASE

Impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 people every year. Someone in America dies in an alcohol-related crash every 33 minutes. Every two minutes, someone is injured.

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. We have reached a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcoholand drug-related crashes.

As a prominent leader in your community, you have a unique opportunity to stop this deadly crime and lead the fight against impaired driving.

# GIVE THE GIFT OF LIFE BY JOINING THE *YOU DRINK & DRIVE. YOU LOSE.* NATIONAL MOBILIZATION

That's why the National Association of Prosecutor Coordinators (NAPC) and the National Highway Traffic Safety Administration (NHTSA) are seeking your help to promote the *National Holiday Lifesavers Mobilization*, December 21-23, 2001. The mobilization is sponsored by the *You Drink & Drive. You Lose.* campaign. Every year, the campaign sponsors national mobilizations in July and December to help State and local officials increase the visibility of their efforts to arrest and prosecute impaired drivers. The mobilizations take place in July and December for a reason: Summer is when alcohol-related crashes are at their highest and December is an appropriate time to promote the

issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

Launched in December 1999, the *You Drink & Drive. You Lose.* campaign is a national partnership of criminal justice and traffic safety partners in all 50 states that is committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. The goal is to build on the incredible momentum and the hard work already taking place in communities throughout America that is aimed at stopping impaired driving and saving lives. Your commitment to this national challenge at the local level will help save lives and give your citizens the gift of life this holiday season.

#### THE MESSAGE IS CLEAR

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider drunk driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more sever penalties against drunk drivers to protect themselves and their loved ones.

# IT TAKES A CRIMINAL JUSTICE SYSTEM APPROACH

Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol.



#### IMPAIRED DRIVING IS A CRIME THAT KILLS

As a result one in three Americans will be affected by this violent crime in their lifetime. The key to reversing this alarming trend is taking a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect citizens from impaired drivers.

# SAY IT WITH CONVICTION: THE PROSECUTOR'S ROLE

Your professional experience and unique standing in your community makes you a key player in the success of the *You Drink & Drive. You Lose.* campaign. By supporting and publicizing saturation patrols and sobriety checkpoints during *National Holiday Lifesavers Mobilization* and prosecuting offenders to the full extent of the law, you send the message that impaired driving will not be tolerated in your community.

In your prosecutorial capacity, you can:

- Participate in training for the apprehension, prosecution and adjudication of the impaired driver.
- Participate in community coalitions and public education programs that deter impaired driving.
- Tell your community to expect increased law enforcement, such as saturation patrols and sobriety checkpoints, during December 21-23. Make sure they know that offenders will suffer serious consequences, including losing their driver's license, receiving fines or serving jail time.

- Strongly and publicly support local law enforcement of laws against impaired driving.
- Strengthen and promote your community's stance against impaired driving by rigorously prosecuting violators to the fullest extent of the law.

In addition to the actions listed above, you can extend the impact of the mobilization by taking the *You Drink & Drive. You Lose.* message directly to citizens. Community groups, schools, religious organizations and businesses are great places to rally support for enforcement efforts. Make the most of your powerful position in the community by informing and educating the public. For example, you could:

- Offer to speak at civic events, community centers, parent-teacher gatherings, business meetings and youth organizations about the legal consequences of impaired driving and underage drinking, and the wisdom of using designated drivers.
- Appear on local broadcast news and talk shows, using the airwaves to tell motorists about the mobilization.
- Ask businesses to promote responsibility when hosting holiday parties by employees. Remind them that permitting underage guests to drink alcohol is illegal and that serving alcohol may render them liable for the conduct of their guests.
- Encourage businesses to support sober ride and designated driver programs for their employees.



PRESS RELEASE

[Your Letterhead]

For Immediate Release

[Date] Contact: [Name] [Phone]

#### THIS CHRISTMAS HOLIDAY SEASON: YOU DRINK & DRIVE. YOU LOSE.

Local Prosecutors, Judicial Officials and Law Enforcement Join to Give [CITY/TOWN] Families the Gift of Life

With more than [X NUMBER] of people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will be out in full force December 21 to 23 to protect citizens from impaired drivers. As part of the *National Holiday Lifesavers Mobilization*, local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

"Impaired driving is no accident – It's a crime that kills every 33 minutes," said [LOCAL OFFICIAL]. "As a prosecutor, I can assure you there is no greater tragedy I face than dealing with the aftermath of these tragedies and the toll it takes on the victims' families and on our community. I'm committed to making our neighborhoods safer by prosecuting these criminals to the fullest extent of the law. Our message is a simple one – You Drink and Drive. You Lose. If arrested, you can lose your license, automobile, time from your job, and lose money in high fines and court costs as well as possible imprisonment for vehicular manslaughter or homicide."

After several years of gradual increases in safety, recently released impaired driving statistics by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. As part of a national strategy to reduce impaired driving crashes, the U.S. Department of Transportation has set a goal of no more than 11,000 alcohol-related fatalities annually by 2005.

Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as rolling saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against impaired drivers.



#### IMPAIRED DRIVING IS A CRIME THAT KILLS

"Around the holidays, employee parties and other celebrations, combined with increased stress and fatigue, increase the risk for impaired driving-related crashes. Risking your life, and other lives, is no way to celebrate the holidays," said **[LOCAL OFFICAL]**. "Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served believe that people should use designated drivers. **[LOCAL ORGANIZATION]** suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods, along with awareness of guests' alcohol consumption, and reminds everyone to plan ahead:

- Don't risk it If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.

The You Drink & Drive. You Lose. campaign, launched in December 1999, is a comprehensive impaired driving prevention program that is focused on highly visible criminal justice-related efforts to deter impaired driving. The program, for use for use by States and communities, is designed to save lives and reach the national goal of reducing impaired driving fatalities nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts.

National, State and local activities during this holiday season are intended to reinforce December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, log onto www.nhtsa.dot.gov



#### TALKING POINTS

- Every December, thousands of Americans choose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills every 33 minutes.
- After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.
- With more than [X NUMBER] of people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.
- To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will be out in full force December 21-23 to protect citizens from impaired drivers.
- As part of the *National Lifesavers Holiday Mobilization*, local law enforcement officers will be conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers. The mobilization is sponsored by the *You Drink & Drive. You Lose.* campaign.
- This holiday season, the message is simple You drink and drive ... you lose.
- If arrested, you can lose your license, automobile, time from your job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- While there have recent improvements in preventing alcohol-related fatalities during the past

- five years, national statistics show that deaths increased slightly last year from 15,786 in 1999 to 16,068 in 2000.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol or drugs. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- My office is committed to making our neighborhoods safer and will be working with law enforcement officials to prosecute impaired drivers to the fullest extent of the law.
- As a prosecutor, I can assure you that there is no greater tragedy than dealing with the aftermath of these crimes and the toll it takes on the victims' families and on our community.
- We're reminding everyone to plan ahead:
  - Don't risk it If you plan to drive, don't drink.
  - Choose a sober designated driver.
  - Take mass transit or a taxicab.
  - Spend the night where the activity is being held.
  - Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.



#### TALKING POINTS

- Nearly 97 percent of Americans view impaired driving as a major threat to the community.
- Launched in December 1999, the national You Drink & Drive. You Lose. campaign is a partnership of criminal justice and traffic safety partners in all 50 states committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide.
- Saturation patrols are an example of increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other or every fourth, fifth or sixth vehicle, depending on the staffing available and traffic conditions.
- When adequately publicized, saturation patrols and sobriety checkpoints increase the perceived risk of arrest, influencing drivers to make the right decision and reminding the general public that impaired driving is a crime.



#### OP-ED ARTICLE

As you celebrate this holiday season with family, friends and co-workers, toasting the memories of the passing year and the hopes and dreams of a new year, don't forget to make the most important resolution – designate a sober driver.

Too many people never see the New Year because they were the innocent victims of one of the most often committed criminal offenses – impaired driving. Every New Year, I face the deadly aftermath of the holiday season. Even though we have made great strides in this country to raise awareness about the deadly consequences of alcohol and drug-related driving, too many people still don't take impaired driving seriously.

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.

Although every year 1.5 million impaired drivers are arrested on America's highways, only one arrest occurs for every 772 instances of driving under the influence of alcohol or drugs. And the tragic reality is that most impaired drivers arrive home safely and are never punished for their crimes, which only reinforces their future decisions. Chances are this New Year will begin for you without a friend or loved one because someone didn't take impaired driving seriously.

Officials from **[CITY/TOWN]** are joining me this weekend in the *National Holiday Lifesaver Mobilization*, December 21-23, to remind everyone to take this issue seriously or risk arrest and prosecution to the fullest extent of the law. The message is simple – *You Drink & Drive. You Lose.* 

With more than **[X NUMBER]** of people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities. To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will be out in full force conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers.

No one wants to ruin their holiday by losing their license, paying fines or worse – serving jail time. That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you head out for a party. Barring that, use taxi services and other alternative transportation or possibly spend the night where you are rather than drive home impaired. And don't make the mistake of thinking that having one eggnog won't matter: fatigue and stress, common around the holidays, can escalate the effects of alcohol to deadly levels.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those underage is illegal, and serving anyone who is visibly intoxicated can leave you liable.

Be aware that drinking alcohol after taking some over-the-counter or prescription drugs can produce greater levels of impairment. Offer your guests non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.



#### OP-ED ARTICLE

Employers, too, must understand their role in hosting holiday office parties. Share the message of *You Drink & Drive. You Lose.* through your company wellness program or in your employee newsletter. At your company gathering, hand out free taxi passes, distribute a limited number of tickets to exchange for alcoholic drinks, and sign up designated drivers in advance.

Too much trouble, you say? Then consider the financial and emotional costs of an employee's involvement in a crash – soaring medical insurance premiums, worker's compensation lost productivity and damaged employee morale.

This holiday season, please celebrate responsibly and don't take a chance – because chances are you will be caught. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

# YOU DRINK & DRIVE. YOU LOSE. CAMPAIGN

Launched in December 1999, the national You Drink & Drive. You Lose. campaign is a partnership with criminal justice and traffic safety partners in all 50 states that are committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts. National, statewide and local activities this holiday season support December's designation as National Drunk and Drugged Driving Prevention Month (3D Month). For more information about the campaign and 3D Month. please visit www.nhtsa.dot.gov